

# **News**

Macomb County  
Office of Public Affairs



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Contact: Phil Frame  
Office of Public Affairs  
586-469-5125  
[phil.frame@macombcountymi.gov](mailto:phil.frame@macombcountymi.gov)

## **Department of Planning & Economic Development redesigns Web site**

MOUNT CLEMENS, Mich. – Finding information and resources for starting or operating a small business is now easier on the redesigned Web site of the Macomb County Department of Planning & Economic Development.

Developed with the focus on providing critical information, the new site – [www.macombbusiness.com](http://www.macombbusiness.com) – features interactive Flash components, downloadable forms, maps and community profiles, small business contact information, links to related government agencies, and county facts to inform visitors of the county's awards and achievements.

"We wanted to make this site a valuable resource for anyone owning, or thinking of starting a small business," said Stephen Cassin, director of the Department of Planning & Economic Development. "The new site design has met all our specifications, from easy information access to design aspects like a sleek, modern appearance. It really puts the county's best face forward."

The new site also features an A-Z site index and a Google-driven search engine.

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“I’m sure the new Web site will be a valuable tool for existing and new small businesses,” said Kathy Vosburg, chair of the County Board’s Planning & Economic Development Committee. “The breadth of knowledge is matched only by the ease of access to the information on the redesigned site.”

The redesign of the Web site, first unveiled at the State of the County Address on March 30, is the latest step in the county’s plan to show prospective businesses that Macomb County is ripe for more economic development.

The county also just launched Focus Macomb, an organization of community leaders who address economic and quality of life issues for the Board of Commissioners, and is busy implementing a comprehensive marketing plan completed in 2005. The Department of Planning & Economic Development also is preparing to add three full-time business recruiters.

### **About Macomb County**

Macomb County is an enriching community in Southeastern Michigan that has one of the state’s fastest rates of growth. Its 834,000 residents make it Michigan’s third-largest county, with direct access to Lake St. Clair and Anchor Bay, and a host of cultural and entertainment options. Its highly skilled workforce and investment in new and expanding businesses make it open to enterprise. Active civic leadership translates into balanced budgets and Michigan’s second-lowest tax rate. An increasingly diverse population and high quality of life make Macomb County accessible to all.

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